



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 193989

**Schedule Dates** 08/20/12-08/31/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-Code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political-Political (1088)  
**Brand** Est 1617 OFA SKED C 8/18-8/31 (71026)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/Candidate/1617 SKEDC 8/18-8/31  
**Account Types** Local/Political Candidate Agency/  
**Billing Type** Calendar  
**Comments**

**Date Entered** 08/17/12  
**Last Modified** 08/17/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$19,440.00  
**Net Total** \$110,160.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Calendar Month**  
Aug. 2012 114 \$129,600.00  
**Grand Total:** 114 \$129,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	9A- LIVE!	8	X	X	X	X	X			16	\$600.00	\$9,600.00	WJLA Arlington (WJLA)		8/17/12
2.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	10A- RACHAEL RAY	8	X	X	X	X	X			16	\$500.00	\$8,000.00	WJLA Arlington (WJLA)		8/17/12
3.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	10:58A- ABC-THE VIEW	8	X	X	X	X	X			16	\$1,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/17/12
4.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	12:57P- ABC-THE CHEW	8	X	X	X	X	X			16	\$500.00	\$8,000.00	WJLA Arlington (WJLA)		8/17/12
5.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	3P- ABC-GENERAL HOSPITAL	3	X	X	X	X	X			6	\$1,800.00	\$10,800.00	WJLA Arlington (WJLA)		8/17/12
6.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	3:59P- ANDERSON COOPER SHOW	2	X	X	X	X	X			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/17/12
7.0	Normal Line / SPOT	08/20/12-08/30/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA	5	X	X	X	X				10	\$1,000.00	\$10,000.00	WJLA Arlington (WJLA)		8/17/12
8.0	Normal Line / SPOT	08/24/12-08/31/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA							2		4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/17/12
9.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			10	\$1,600.00	\$16,000.00	WJLA Arlington (WJLA)		8/17/12
10.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	20931- WHEEL OF FORTUNE	4	X	X	X	X	X			8	\$2,600.00	\$20,800.00	WJLA Arlington (WJLA)		8/17/12
11.0	Normal Line / SPOT	08/20/12-08/31/12	4	:30	20932- JEOPARDY	4	X	X	X	X	X			8	\$2,800.00	\$22,400.00	WJLA Arlington (WJLA)		8/17/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

# New Order

**Media:** TV  
**Client:** Obama for America  
**Product:** Candidate Orders  
**Estimate:** 1617  
**Description:** OFA Sked C 8/18-8/31  
**Version:** 1

**Market:** Washington, DC  
**Demo:** Adults 35+  
**Separation:** 30  
**Flight Start:** 8/18/12  
**Flight End:** 8/31/12  
**Survey:**

**Vendor:** WJLA-TV  
**AE:** Susan Petro  
**Phone:**  
**Fax:**

**Billing To:** GMMB  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
**Phone:** 202-572-2852  
**Fax:** 202-338-2334

**Comments:**

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/18	8/25	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00	C 30	8	8	16		
2	MTuWThF 10:00A-11:00A (RACHEL RAY)	DT	\$500.00	C 30	8	8	16		
3	MTuWThF 11:00A-12:00P (THE VIEW)	DT	\$1,000.00	C 30	8	8	16		
4	MTuWThF 1:00P-2:00P (THE CHEW)	DT	\$500.00	C 30	8	8	16		
5	MTuWThF 3:00P-4:00P (GENERAL HOSPITAL)	EF	\$1,800.00	C 30	3	3	6		
6	MTuWThF 4:00P-5:00P (ANDERSON)	EF	\$1,000.00	C 30	2	2	4		
7	MTuWThF 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00	C 30	7	7	14		
8	MTuWThF 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00	C 30	5	5	10		
9	MTuWThF 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,600.00	C 30	4	4	8		
10	MTuWThF 7:30P-8:00P (JEOPARDY)	PA	\$2,800.00	C 30	4	4	8		
Total Spots:					57	57	114	0.0	
Total GRP/GIMP(000):					0.0	0.0			
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
8/2012	\$129,600.00 - 114	\$0.00 - 0	\$129,600.00 - 114						
Total Gross Cost: \$129,600.00					Total Gross CPP:		\$0.00		
Total Net Cost: \$110,160.00					Total Net CPP:		\$0.00		